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December 13, 1967
Recommendation for Revised
Method of Determining Audience
Composition Violations - C.A.C.

The following pertains to our recommendation to change the source for determining when TV programs are to be held in violation of the C.A.C. prohibition of sponsorship of programs with a high percentage of youth audience and to shorten the period of assessment for determination of a violation.

This recommendation is based on two primary factors - a change in the method of reporting audience composition during this TV season by the A. C. Nielsen Co., and the need to identify and cease sponsorship of prohibited programs as quickly as possible. If adopted, the recommendation would enable an affected member to get a replacement program prior to a typical J.R.O.'s "second season."

The C.A.C. source for determining a violation of the Code has been and continues to be the 4-week survey presentations of the Nielsen Audience Composition (N.A.C.) report.

In the last broadcast year (Sept. 1966 - Sept. 1967) these reports were issued six times as follows:

<u>Book</u>	<u>Survey Period</u>	<u>Date of Issue</u>
October '66	9/23/66 - 10/23/66	11/20/66
November '66	10/24/66 - 11/23/66	12/13/66
December '66	11/24/66 - 12/23/66	1/10/67
January '67	12/23/66 - 1/22/67	2/10/67
March '67	3/6/67 - 4/2/67	5/1/67
July/Aug. '67	7/10/67 - 8/6/67	9/1/67

Because the Code requires two presentations of the N.A.C. reports to determine if a member's program is in violation, the above timetable of reporting was somewhat adequate in this respect, at least during the critical 4th calendar quarter of the year when the vast majority of program changes take place with the attendant uncertainties of audience characteristics. For example, if a program were in excess of 40% under 21 as reported by two successive reports, it would be possible to begin negotiation with the network for withdrawal on December 20 with 10 days to attempt to pick up a replacement program. A company would then continue to advertise on a prohibited program for no more than four weeks until a definitive audience report was received.

Cold Right Cut

Mr. A. M. Hammer
December 10, 1967
Page 3

In the current 67/68 broadcast year Nielsen has changed its timetable for reporting the Under 21 audience as follows:

<u>Book</u>	<u>Survey Period</u>	<u>Date of Issue</u>
October '67	9/25/67 - 10/22/67	11/20/67
Nov./Dec. '67	10/22/67 - 12/6/67	2/1/68
January '68	12/23/67 - 1/21/68	2/20/68
March '68	3/4/68 - 3/21/68	5/1/68
July '68	7/1/68 - 7/20/68	9/1/68

The second report of the new TV season now covers a 6-week period not four, and because of the inclusion of additional data it will take longer than usual to prepare and release. This timetable shows that it will be February 1, 1968, before the second N.A.C. report will be received - approximately six weeks later than the date the second report of the season was received last year. If a member has a prohibited program and is forced to withdraw he will have great difficulty finding a replacement program after the calendar quarter has started. The increased period between reports - 8 to 10 weeks rather than 4 weeks - means more delay in reacting to the development of an adverse audience composition.

In the interest of "tightening up" the C.A.C. restrictions to provide for faster recognition of and withdrawal from prohibited programs, we strongly recommend a change in the basis of restriction from a reading of two successive N.A.C. reports to a report or reports covering any contiguous 4-week period. In addition to the October N.A.C. report, under 21 data is available in supplements to the bi-weekly Nielsen Television Index rating reports privileged approximately one month after the survey period as is the N.A.C. report. In the C.A.C. directive this contingency is covered by allowing the use of the N.A.C. or a "supplement thereto." The schedule for the current broadcast year for both the N.A.C. and the bi-weekly source is as follows:

<u>Bi-Weekly Book</u>	<u>Surveyed</u>	<u>Earliest Due Date Under 21 Audience</u>
1st Oct.	9/25/67 - 10/2/67	(Oct. N.A.C.)
2nd Oct.	10/2/67 - 10/20/67	11/20/67
1st Nov.	10/23/67 - 11/3/67	12/1/67
2nd Nov.	11/3/67 - 11/18/67	12/13/67
1st Dec.	11/20/67 - 12/3/67	12/20/67
2nd Dec.	12/3/67 - 12/13/67	1/10/68
1st Jan.	12/20/67 - 1/7/68	(Jan. N.A.C.)
2nd Jan.	1/7/68 - 1/21/68	2/10/68

Mr. A. Z. Tepper
December 10, 1957
Page 3

In using a 4-week report, it is necessary to have a valid basis for prohibition; i.e., at least three weeks of the four the program must have aired with its regular competition. If for any reason this criterion is not met, action would be delayed until receipt of the next bi-weekly supplement or 4-week N.A.C. report.

The 4-week assessment would also be advantageous in the last eight months of the year when the March N.A.C. report is the only actionable report published. If the basis of determination remains two reports, a member would not get a second reading until September 1, when the July-August N.A.C. report is released . . . only one week before the end of the broadcast year.

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